

MARCH 31, 2006

EL PASO DOWNTOWN PLAN

EL
DOWNTOWN
Paso





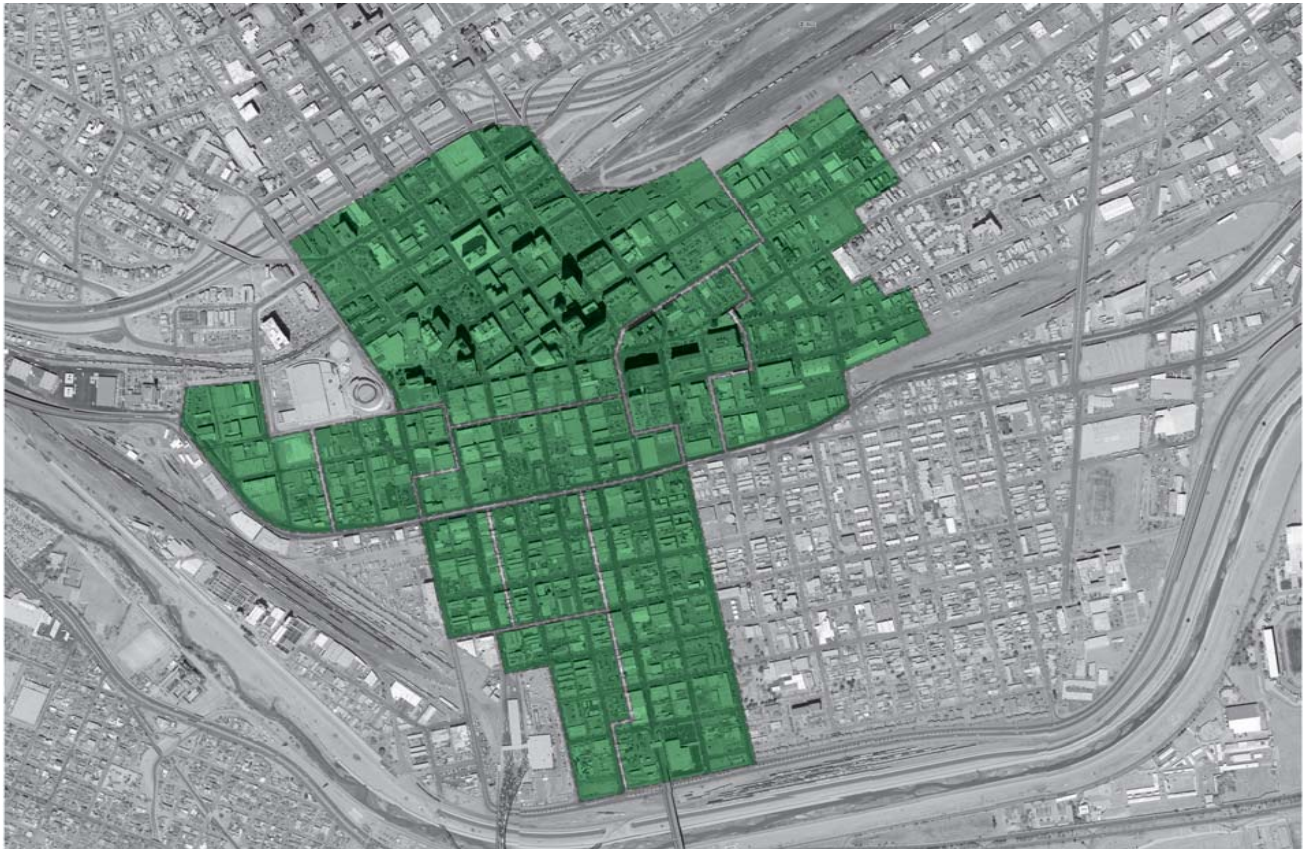
THE PLAN

“To become a leading
American city.”

**MASTER
PLAN AREA**

302.5 ACRES

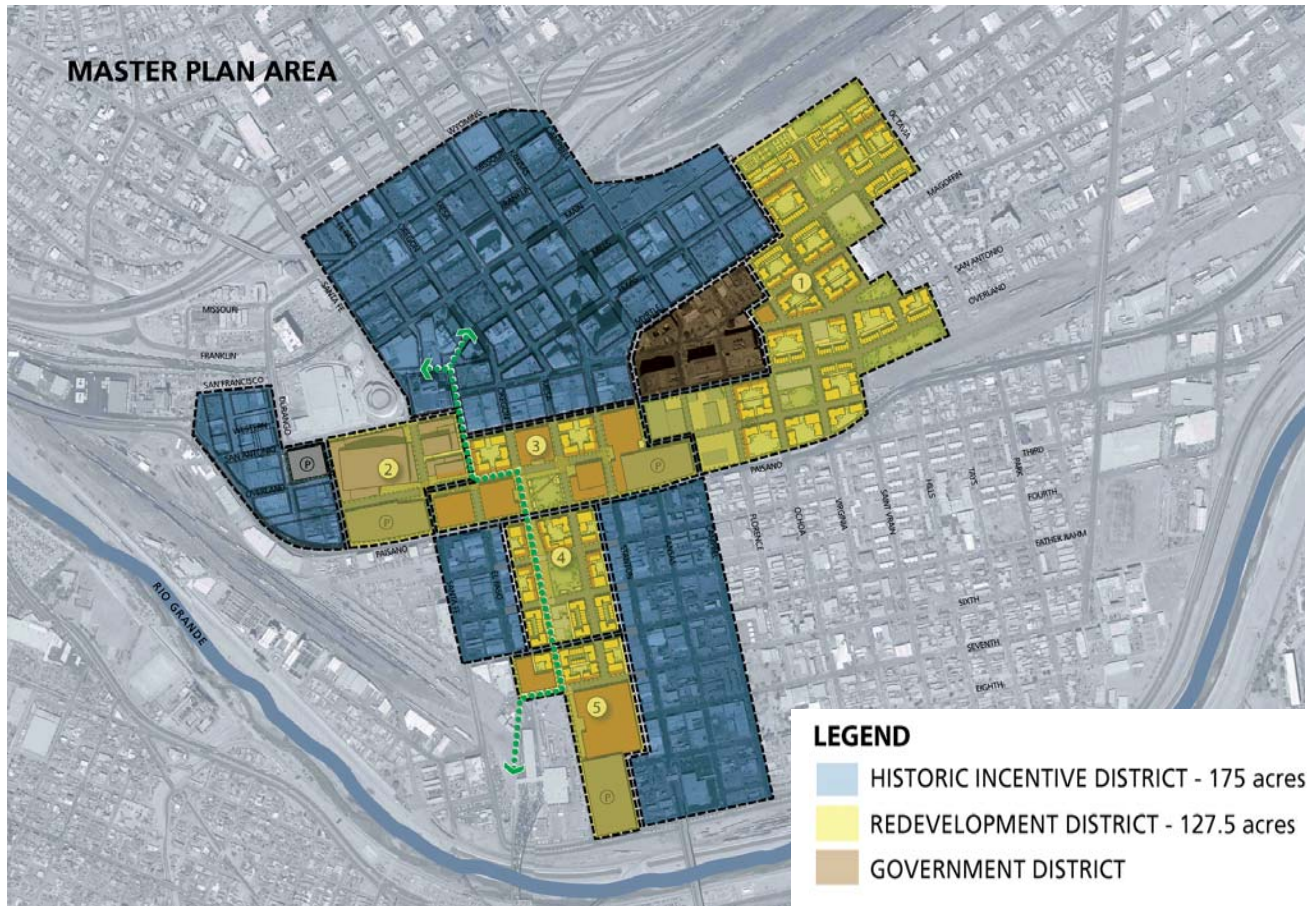
El
DOWNTOWN
Paso



**MASTER
PLAN AREA**

302.5 ACRES

El
DOWNTOWN
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HISTORIC INCENTIVE DISTRICT

175 ACRES

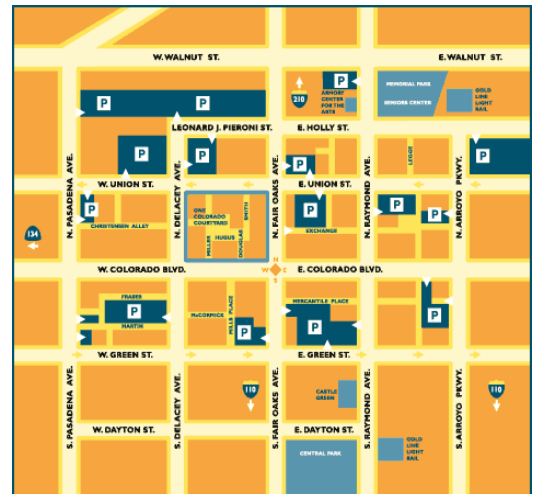
El DOWNTOWN
Paso



HISTORIC INCENTIVE DISTRICT

EL
DOWNTOWN
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HISTORIC INCENTIVE DISTRICT

175 ACRES

El DOWNTOWN
Paso



**REDEVELOPMENT
DISTRICT**

127.5 ACRES

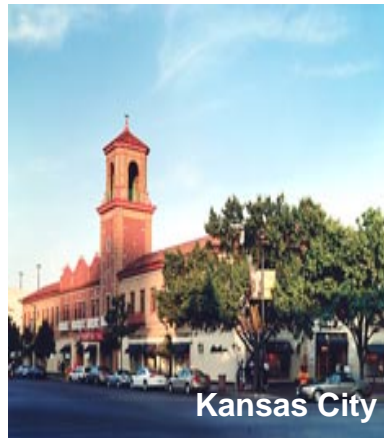
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URBAN LIFESTYLE RETAIL



Kansas City



Kansas City



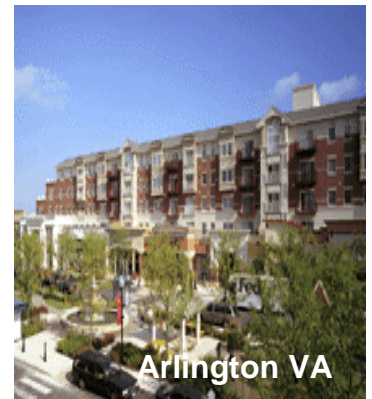
Rancho Cucamonga



Colorado Springs



Colorado Springs



Arlington VA

URBAN LIFESTYLE CENTER

THE MARKET COMMON, ARLINGTON, VA



- 10 acres in Arlington, Virginia
- 240,000 sq.ft. of retail
- 300 apartments
- 87 townhomes
- 100,000 sq.ft. office space
- 1,200 parking spaces

RESULTS

- 700,000 sq.ft.
- Property tax revenue
\$22 million/yr



URBAN RETAIL

CITY PLACE, LONG BEACH, CA



- New “Main Street” environment
- 475,000 sq.ft. of retail
- 340 residential multi-story unit
- 139-room hotel
- Parking for 2,900
- Highly successful retail
- Cost \$75 million
- Opened in 2002



MIXED USE RESIDENTIAL

El
DOWNTOWN
Paso



Oakland, CA



San Francisco, CA



San Jose, CA



Portland, OR

URBAN RETAIL

LAS AMERICAS, SAN DIEGO METRO AREA, CA



- Bi-national public/private partnership San Ysidro Redevelopment Project Area
- 670,000 sq.ft. of “urban village” open-air retail + restaurants
- Across the street from 500,000 sq.ft. power center



RESULTS

- 2,000 new jobs
- Est. \$300+ million yearly sales
- \$20+ million in property taxes
- \$50+ million in sales tax revenue



MERCADO

OLVERA STREET,
LOS ANGELES, CA

El DOWNTOWN
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- 27 historic buildings with a traditional Mexican-style plaza
- Part of El Pueblo de Los Angeles Historical Monument, a department of the City of Los Angeles

RESULTS

- Highly profitable retail
- 2 million visitors per year



Los Angeles



URBAN ARENA/ CONFERENCE FACILITIES

COLUMBUS OHIO ARENA, COLUMBUS OH



Population 711,000

- University Town
- 19,500 seats for basketball
- 685,000 sq.ft. arena
- 500 units housing
- 65,000 sq.ft. 8-plex cinema
- Indoor/outdoor performance hall



Columbus, OH



Columbus, OH

URBAN ARENA/ CONFERENCE FACILITIES

KNICKERBOCKER-PEPSI URBAN ARENA, ALBANY NY



Population 290,000 in county

- Completed in 1990 - Located downtown
- Main features:
 - 17,500 seat multi-purpose
 - 51,000 sq.ft. exhibition space
 - 1,000 space garage
- Primarily hockey + arena football
- Converts to 6,000 seat auditorium
- Total cost: \$69 million funded mainly with \$51 million in county general obligation bonds
- Owned by Albany County; Operated by Spectacor Management

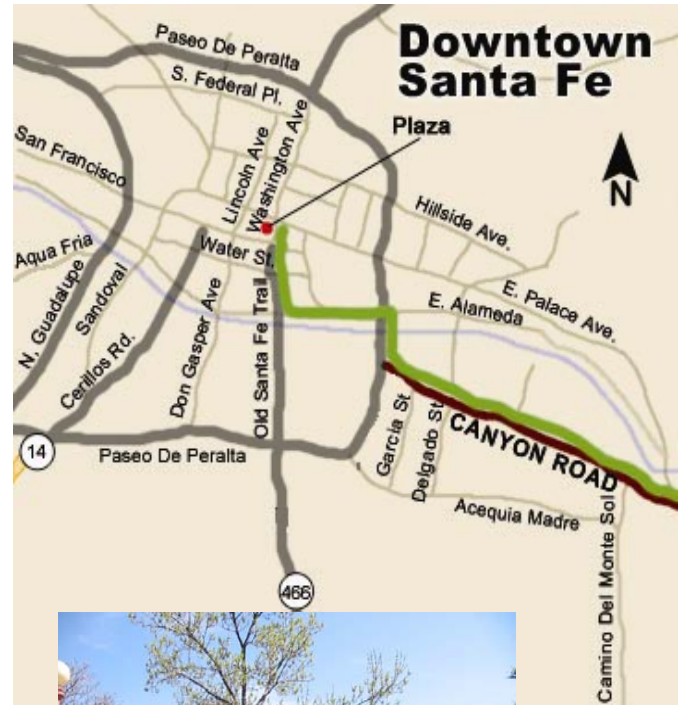


BI-NATIONAL ARTS WALK

CANYON ROAD, SANTA FE, NM



- 1.5 mile arts/cultural corridor
- Connected to downtown plaza
- More than 100 galleries & museums
- Second-largest art market in U.S.
- Part of \$1 billion Santa Fe arts & cultural industry which accounts for:
 - 2,567 jobs
 - \$54,656,000 in tax revenues for the city, county and state.
 - 1.5 million visitors per year



REDEVELOPMENT DISTRICT

127.5 ACRES

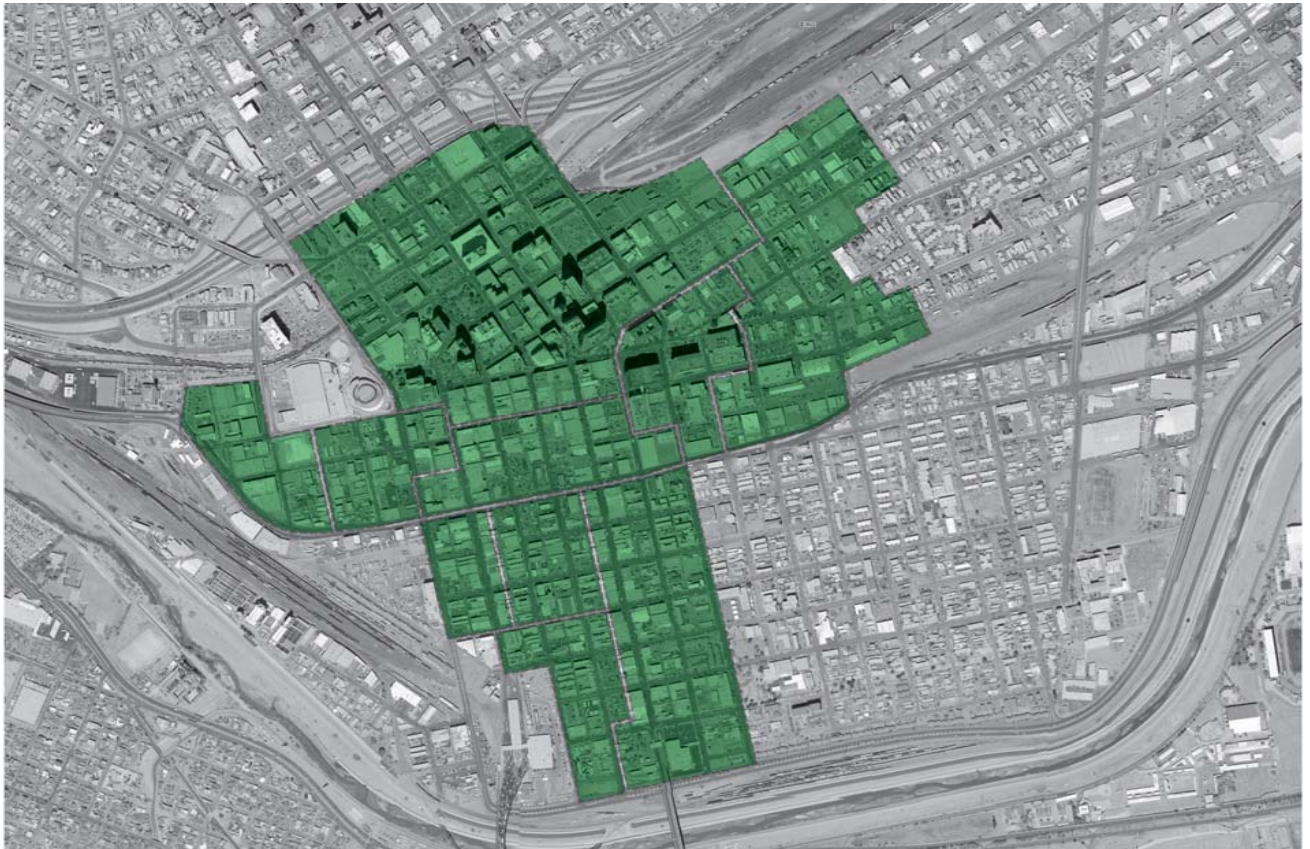
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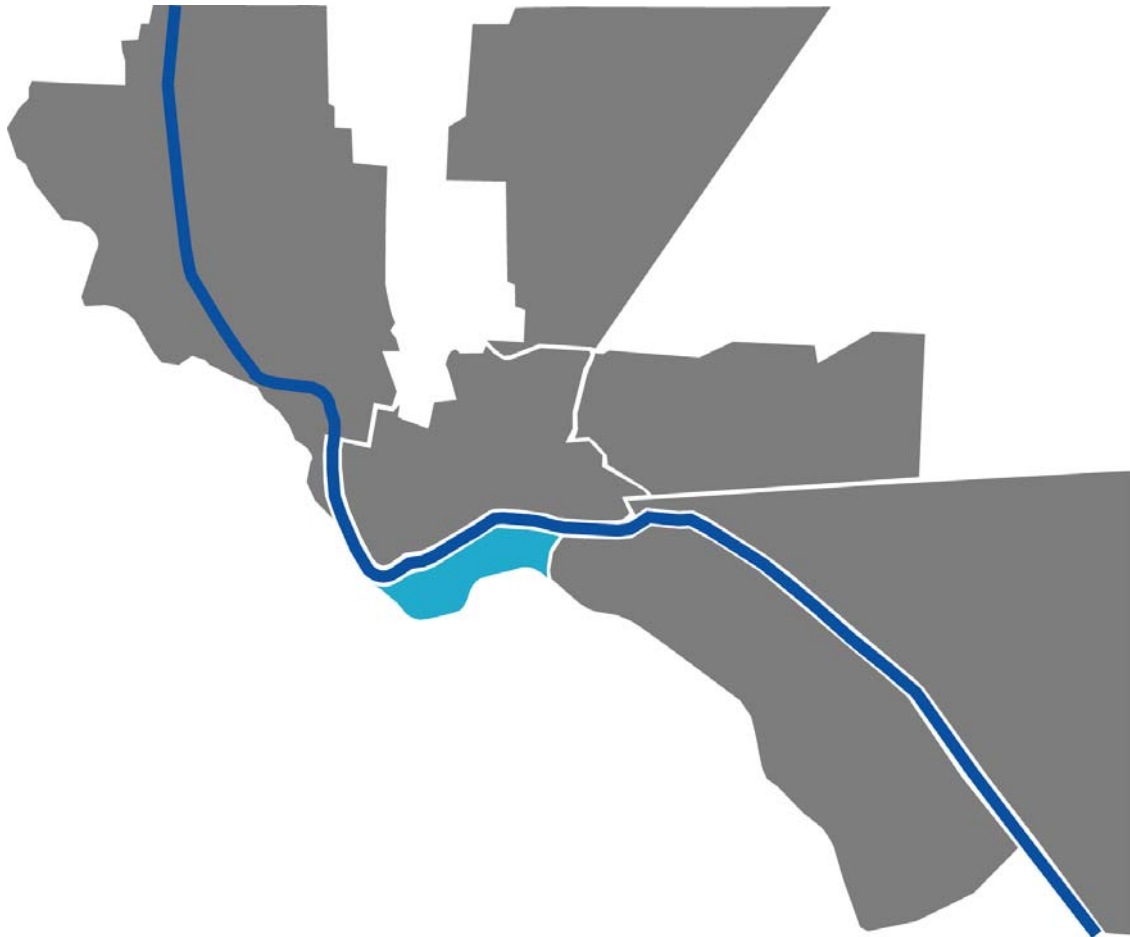
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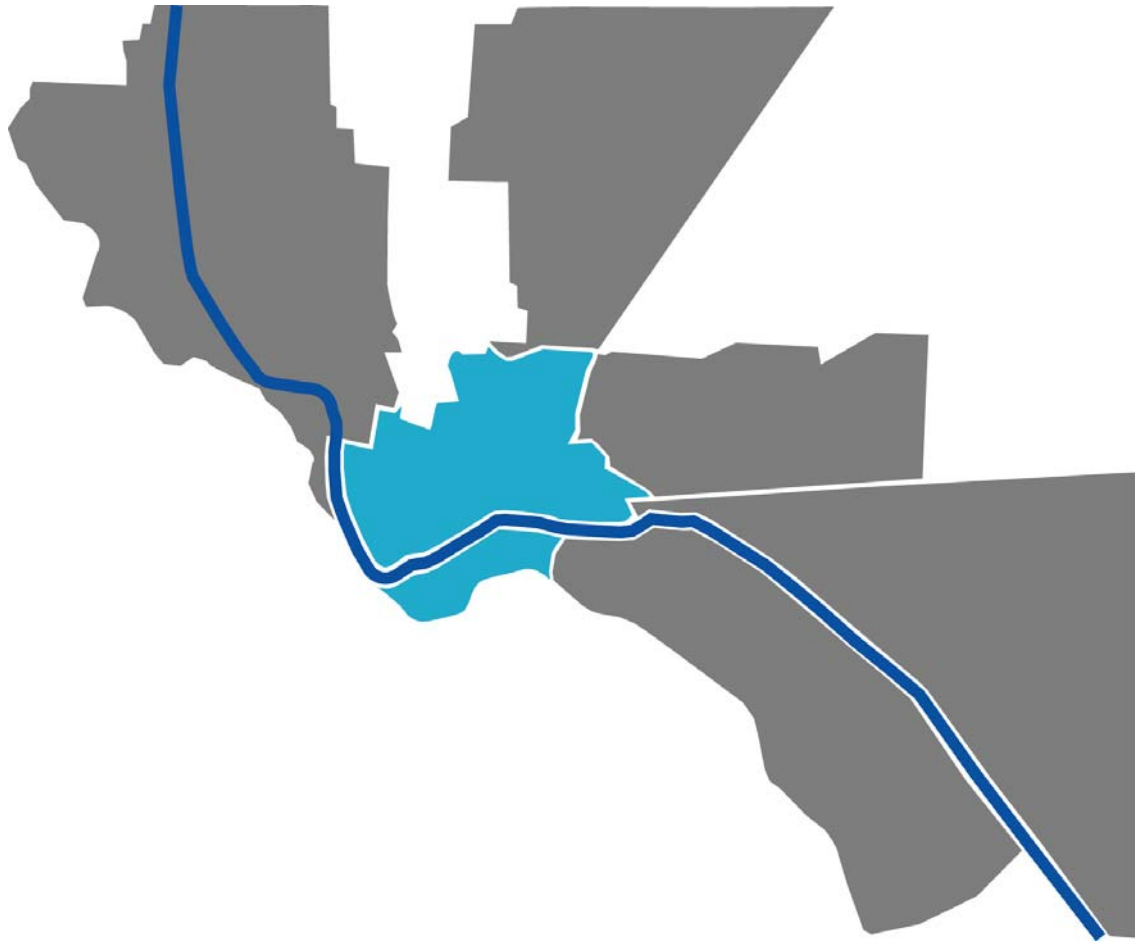
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Benefits all of El Paso



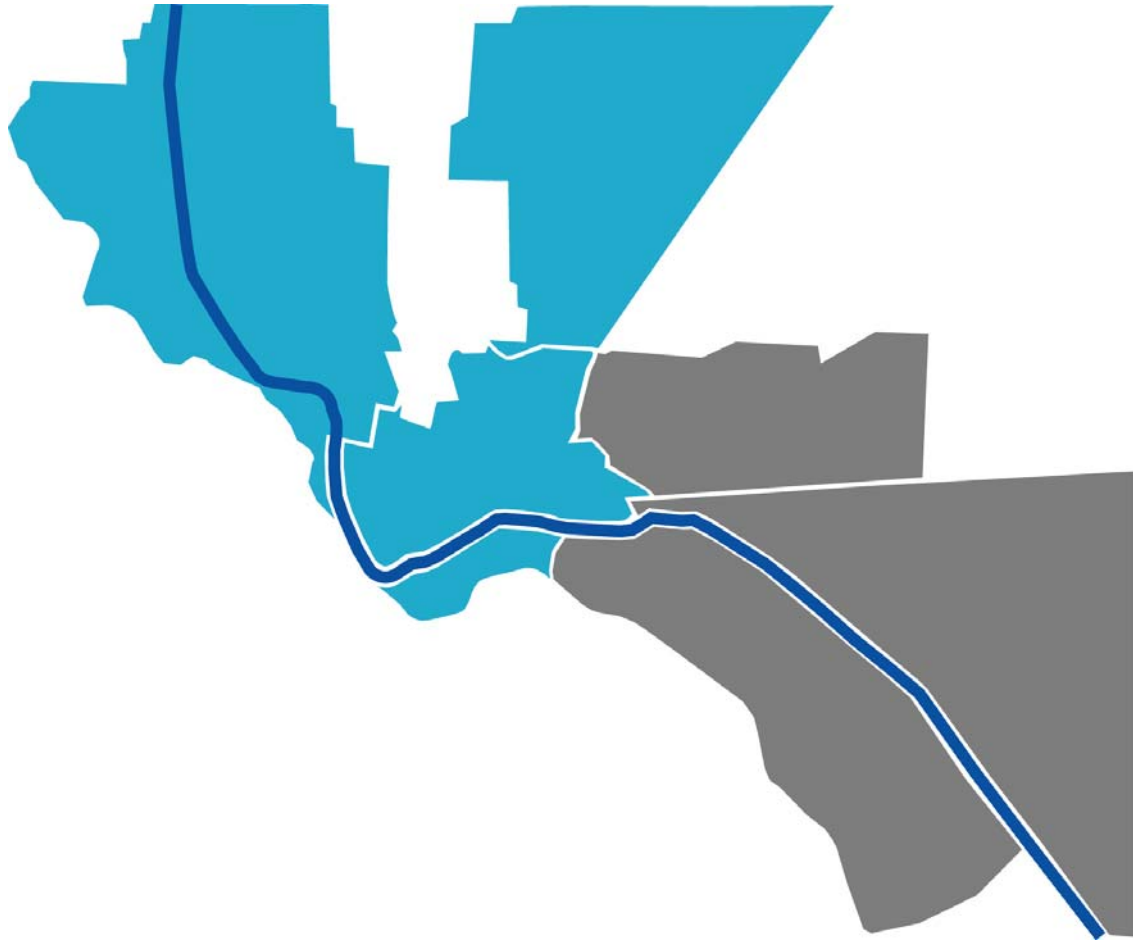
Benefits all of El Paso



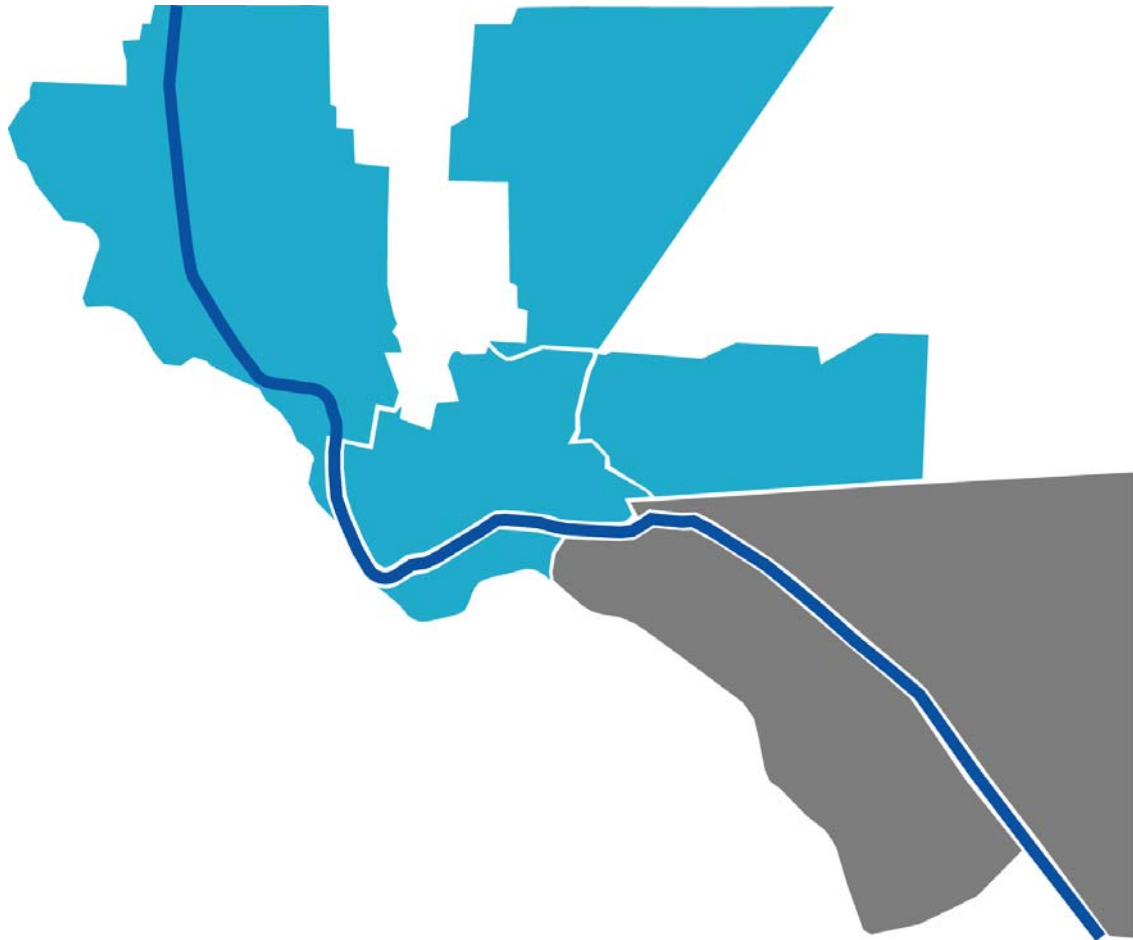
Benefits all of El Paso



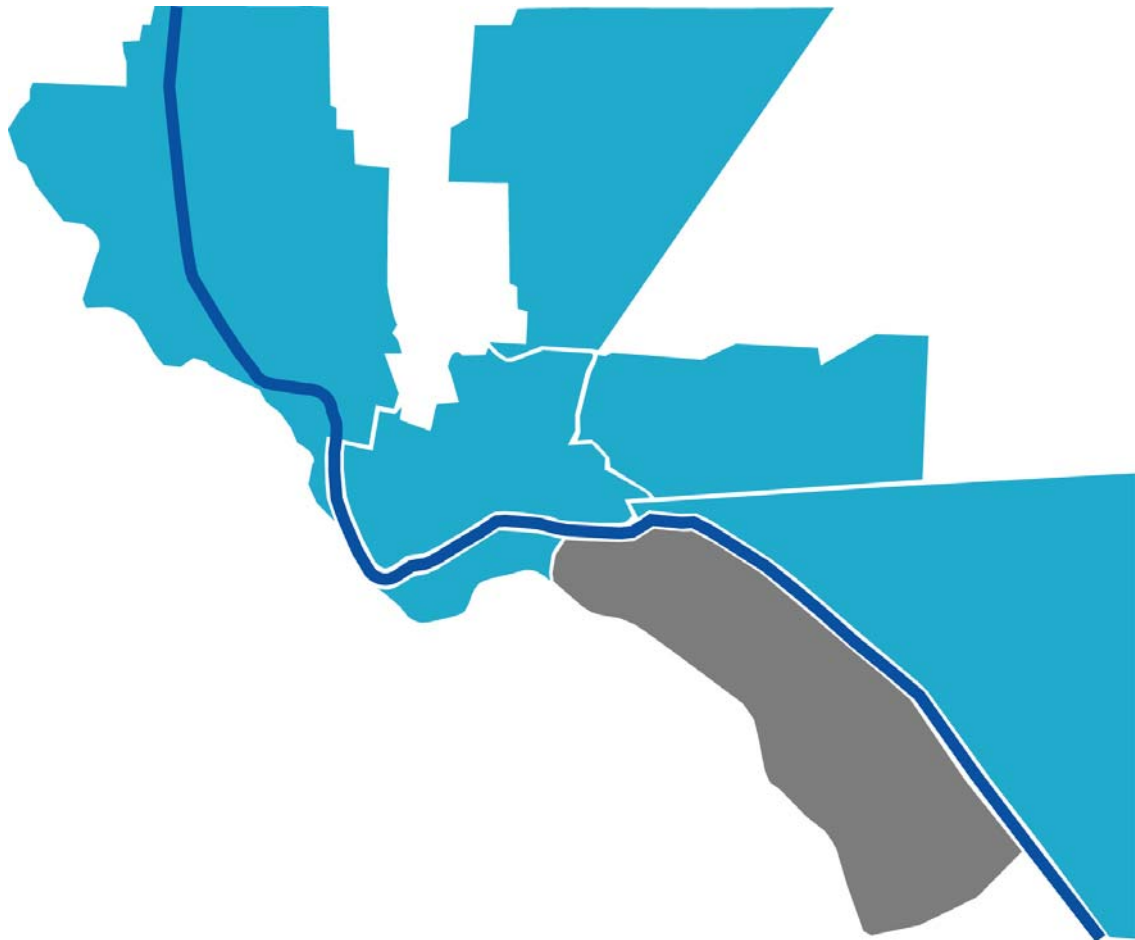
Benefits all of El Paso



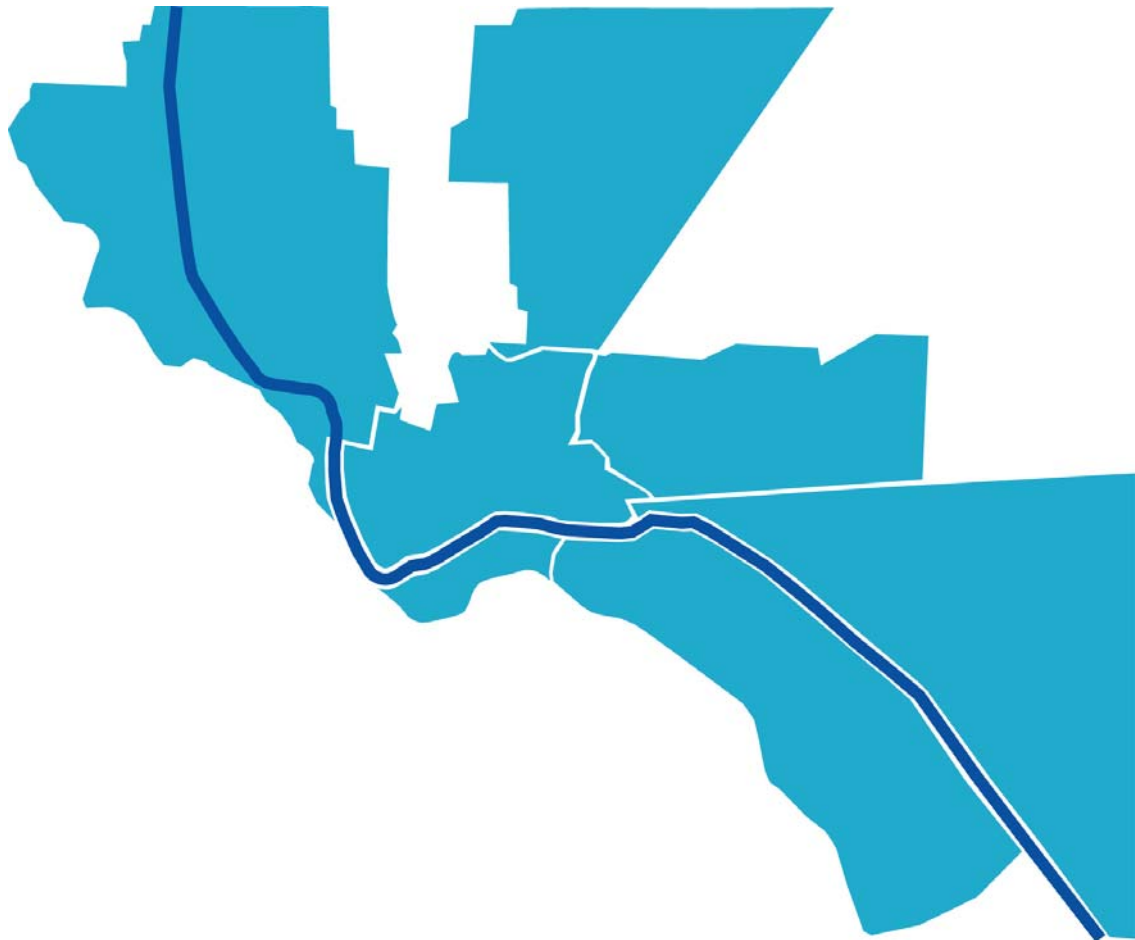
Benefits all of El Paso



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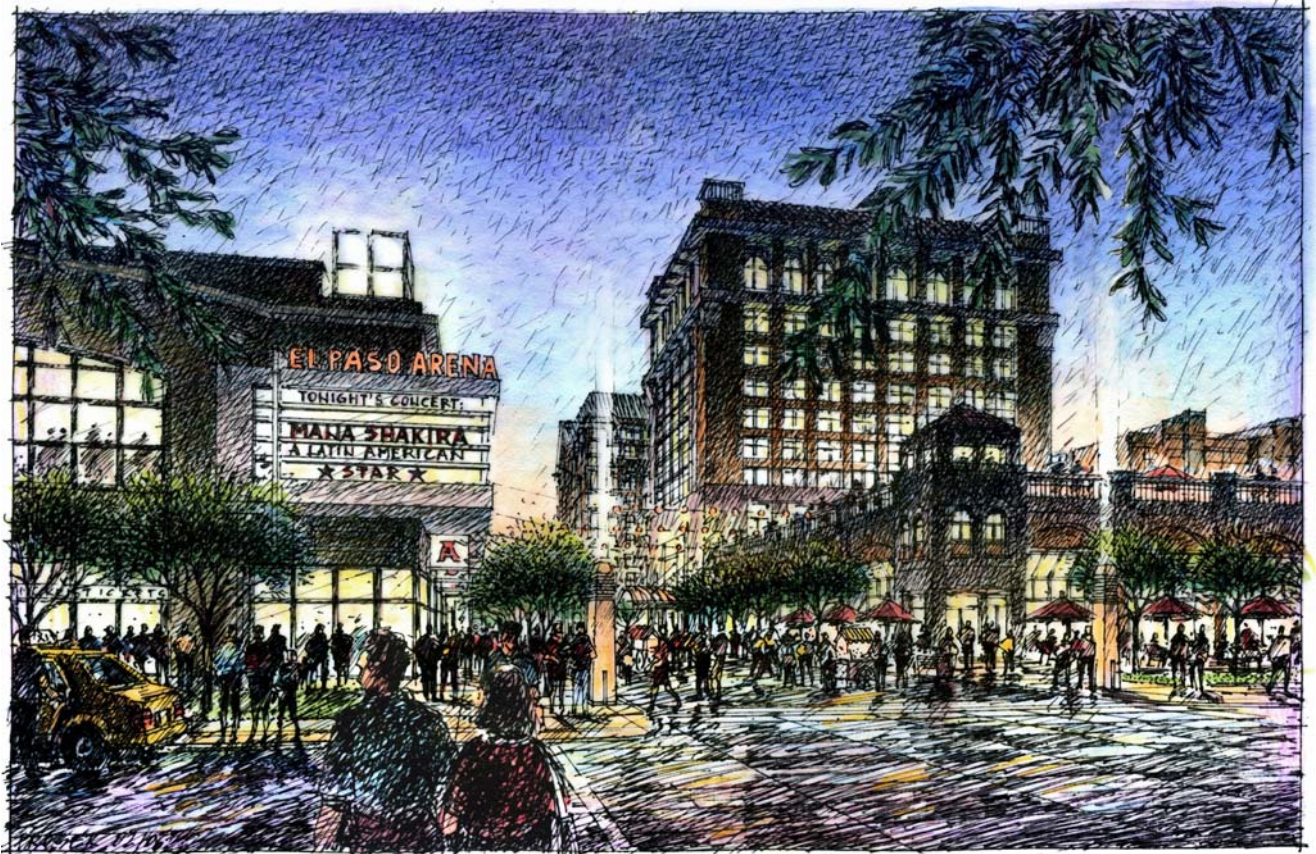
Benefits all of El Paso



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IMPLEMENTATION PLAN

Establish an Office of Urban Redevelopment
coordinated by the Office of the City
Manager

**STEPS FOR
IMPLEMENTATION**

STEP TWO



Seven Task Forces:
Incentive Task Force

**STEPS FOR
IMPLEMENTATION**

STEP TWO



Seven Task Forces:

Incentive Task Force

Arena Task Force

Seven Task Forces:

Incentive Task Force

Arena Task Force

Residential Task Force

Seven Task Forces:

Incentive Task Force

Arena Task Force

Residential Task Force

Communications Task Force

Seven Task Forces:

Incentive Task Force

Arena Task Force

Residential Task Force

Communications Task Force

Commercial Task Force

Seven Task Forces:

Incentive Task Force

Arena Task Force

Residential Task Force

Communications Task Force

Commercial Task Force

Bi-National Arts Walk Task Force

Seven Task Forces:

Incentive Task Force

Arena Task Force

Residential Task Force

Communications Task Force

Commercial Task Force

Bi-National Arts Walk Task Force

Legal Task Force

**STEPS FOR
IMPLEMENTATION**

STEP THREE



Establish a Real Estate Investment Trust
(REIT)

**STEPS FOR
IMPLEMENTATION**

STEP FOUR



Create a Tax Increment Reinvestment Zone
(TIRZ)

**STEPS FOR
IMPLEMENTATION**

TIME LINE



- | | |
|-------------|----------------------------------------------------|
| Apr 3, 2006 | Begin Public Comment Process |
| Jul 1, 2006 | Finalize Amending City's Comprehensive Master Plan |
| Nov 1, 2006 | City to Finalize the TIRZ |

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